

DISTRIBUTING PROMOTIONAL AND ADVERTISING MATERIAL BASED  
UPON INTERNET USAGE

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10    ABSTRACT OF THE DISCLOSURE

Process steps are provided for electronically sending promotional and advertising materials based upon consumer preferences by providing a unique identifier to a consumer's electronic mail address and 15 sending electronic mail to the consumer, wherein the electronic mail includes a plurality of embedded Internet web sites. Thereafter, the consumer accesses the plurality of embedded Internet web sites in response to the sent electronic mail, and consumer movement within the plurality of accessed embedded 20 Internet web sites is tracked. Promotional material can then be sent to the consumer based upon the tracked consumer movement within the embedded Internet web sites. Process steps are also provided to track | 0 >

consumer movement without the consumer's electronic  
mail address, if the consumer makes a purchase with a  
credit card while at a seller's web site. The IP  
address is linked to the credit card to track consumer  
movement within the web site.

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